

Message Text

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SUBJECT: SEMINAR AND EXPOSITION MICROPROCESSORS USA MARCH 21,
1978, HOTEL INTERNATIONAL, ZURICH

1. HERewith PRELIMINARY REPORT ON POST-
ORGANIZED MICROPROCESSORS USA SEMINAR:

A) NUMBER OF US COMPANIES THROUGH SWISS REPS OFFICES
PRESENTING PAPERS AT SEMINAR: 5

B) NUMBER OF US COMPANIES REPRESENTED AT EXPOSITION
THROUGH SWISS FIRMS: 45

C) NUMBER OF LOCAL FIRMS EXHIBITING: 33

ALL FIRMS REPRESENTED IN SWITZERLAND AND LOCALLY RE-
CRUITED BY POST. (NOTE: TWO NEW-TO-MARKET EXHIBITORS
RECRUITED BY COMMERCE CANCELLED PARTICIPATION). TWO
NEW-TO-MARKET AMERICAN PUBLISHING HOUSES IN ELECTRONICS
SENT PUBLICATIONS FOR DISPLAY.

D) NUMBER OF SEMINAR ATTENDEES: 1) PAYING PARTICIPANTS:
292

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2) NON-PAYING: 23 (PRESS, TEACHING INSTITUTIONS, PROFESSIONAL
ASSOCIATIONS, EMBASSY, CONSULATE GENERAL, AND AMCHAM
PERSONNEL).
TOTAL: 315

E) NUMBER OF UNREGISTERED EXPOSITION VISITORS: 225
(NOTE: SEMINAR ATTENDEES HAVE ALL VISITED EXPOSITION).

F) TOTAL NUMBER EXPOSITION VISITORS: 540.

G) ESTIMATED NUMBER OF SALES LEADS RECEIVED BY EXHIBITORS:
600 (BASED ON PRELIMINARY SAMPLING OF EXHIBITORS).

H) IMMEDIATE SALES: \$150,000 12 MONTHS PROJECTED SALES
AS DIRECT RESULT OF SUBJECT PROMOTION: \$2 MILLION
(BASED ON ESTIMATES MADE IN PRELIMINARY REPORTS RECEIVED
FROM SEVEN EXHIBITORS).

2. COMMENTS: MICROPROCESSORS USA CAN BE REGARDED AS
RESOUNDING SUCCESS. FORMULA OF BRINGING TOGETHER IN
COMBINED PROMOTIONAL PLATFORM REPS OF U.S. COMPANIES IN
SPECIFIC INDUSTRY WAS HAILED AS HIGHLY EFFECTIVE BY BOTH
EXHIBITORS AND SEMINAR ATTENDEES. SAID ONE REP OF LARGE
US SEMICONDUCTOR MANUFACTURER QUOTE: YOU HAVE THE CREAM
OF SWISS INDUSTRY HERE. WE COULD NOT HAVE ACHIEVED IT
ALONE. PEOPLE AT THAT LEVEL SELDOM TAKE TIME TO ATTEND
IN-HOUSE SEMINARS. UNQUOTE. ADDED NEWLY-APPOINTED
DISTRIBUTOR OF U.S. MANUFACTURER OF KEYBOARDS: QUOTE
MICROPROCESSORS USA WAS BY FAR MORE EFFECTIVE THAN
SWISS INDUSTRIAL ELECTRONICS EXHIBITION (INELTEC) WHERE
WE EXHIBITED AT GREAT COST DURING FIVE DAYS. WE HAVE
MET IN ONE DAY 90 PER CENT OF OUR POTENTIAL CUSTOMERS.
UNQUOTE EXECUTIVE DIRECTOR SWISS-AMERICAN CHAMBER OF
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COMMERCE WHICH CO-SPONSORED EVENT IS HIGHLY PLEASED
WITH EXPOSURE OBTAINED AND RECOMMENDS REPEAT PER-
FORMANCE NEXT YEAR (INCLUDED IN FY 79 CCP). ALL
EXHIBITORS AND SPONSOR FIRMS WHO PARTICIPATED WITH PAPERS
IN SEMINAR HAVE SO FAR EXPRESSED INTEREST IN PARTICIPATING
IN SIMILAR FUTURE EVENT. THE FIVE SEMINAR PAPERS, PRE-
SENTED BY REPS OF LARGE U.S. SEMICONDUCTOR COMPANIES, ON
THE WHOLE WERE WELL RECEIVED BY ATTENDEES, EVEN THOUGH
SOME CRITICISM WAS HEARD REGARDING COMMERCIAL AND PRODUCT
ORIENTED PRESENTATION OF TWO PAPERS. WE ESTIMATE THAT
80 PERCENT OF USERS AND POTENTIAL BUYERS OF MICROPROCESSORS
AND MICROCOMPUTER SYSTEMS IN GERMAN-SPEAKING SWITZERLAND
AND 75 PER CENT OF ENTIRE SWITZERLAND HAVE BEEN REACHED
BY THIS PROMOTION. ONE WEEK BEFORE EVENT, SEMINAR ROOM
CAPACITY WAS SOLD OUT. SEVERAL EXHIBITORS UTILIZED PROMOTION
FOR NEW PRODUCT RELEASES AND DEMOS.

3. FINAL REPORT WITH SAMPLES OF ORGANIZATIONAL AND PRO-
MOTIONAL MATERIALS FOLLOWS BY AIRGRAM.

4. COMMERCE SUPPORT, INCLUDING \$800 IN FUNDING,
GREATLY APPRECIATED.

WARNER

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